

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Rocky Mountain Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

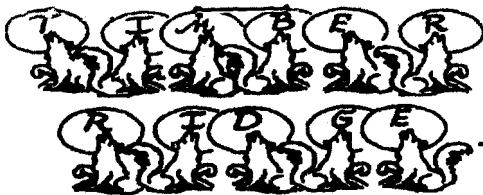
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Stan & Laya Lee Page

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5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

PTA

March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

John M. Graves

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26982 Aldeano Drive
Mission Viejo, CA 92691
March 18, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D. C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the De Portola Elementary School PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents, and grandparents like us, can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives us information about the content of programs were conducted by the National PTA, US News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

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That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Arlene Forrest, John R. Forrest,
Arlene Forrest, Jack Forrest, Shannon Farrell
Mission Viejo, California

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Shannon M. Farrell

58 Valley View Drive
New Bedford, MA 02740-1928
March 18, 1997

Reference: CS Docket #97-55, FCC 97-34

Mr. Hundt and FCC Commission,

Please be aware that as a mother I prefer the descriptive content-based rating system to the industry proposed age-based rating system. I feel that the descriptive content-based system provides me with more valuable information and will help me make informed decisions that concern the welfare of my children.

Sincerely,
Jacqueline M. Nelson



OLD FORGE ELEMENTARY PTA
21615 Old Forge Road
Hagerstown, MD 21742

March 16, 1997

Chairman Reed Hundt and FCC Commissioners
Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing in response to the T.V. rating system now in effect. As a concerned parent of Washington County, MD, and as Vice President of Old Forge Elementary School, Hagerstown, MD, I feel I am obligated to voice my opinion concerning the current rating system. It is imperative to go a step further in the rating process, and address the violence, language, and sexual content of each show. Only then can we as parents make responsible and educational choices as to what we allow our children to view. The current system now in effect needs to be more specific in its rating process so that we are allowed to make such choices.

In addition, it would be prudent to be mindful of the fact that during commercial breaks of G-rated children's programs, there should not be any promiscuous "promos" of PG-rated shows. This defeats the purpose of the rating system, if inappropriate materials are shown during that G-rated time for children. I will share an example with you. My 9 year old daughter was watching cartoons in the afternoon on the Fox Network, and during a commercial break, a "promo" of the show Roseanne was shown. Roseanne proceeded to discuss her misuse of the contraceptive pill and the result of her mistake. Frankly I was shocked and thought that her discussion had no business being shown in the afternoon during cartoon time. We as parents should be able to trust the networks when cartoons are being shown!

We implore you to take our concerns seriously so that we may be able to protect our children while they are still children and so that they can enjoy their innocence while they still have a chance. Thank you for giving me the opportunity to express my views.

Sincerely,

Effie Tiches
V.P. Old Forge Elementary School
Hagerstown, MD 21783

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Andrews Elementary P.T.A.
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1900 M Street N.W., Room 222
Washington, DC 20554

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- *That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- *That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- *That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- *That the rating board be independent of the industry and the FCC and that it include parents; and
- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this important to our children and families.

Sincerely,

Virginia Bullard
Portland, Texas

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CS 97-55

Chairman Reed Hundt and FCC Commission
c/o Federal Communication Commission
1919 M Street N.W. Room 222
Washington, DC 20554

March 19, 1997

Dear Mr. Hundt:

I am writing to you as a parent and member of PTA to voice my opposition to the v-chip rating system on our TV screens.

This rating symbol does not provide sufficient content information for us, as parents to make good decisions about what is appropriate TV programming for our children. I feel most parents would like more information about the content of programs. Parents do not want the TV industry to interpret what is best for their children and they want to make those decision themselves based on content information about the program.

The FCC should accept no rating system that does not include content information about programs such as V (for violence) S (for sexual depiction and nudity) and L (for language).

The icons that are currently being shown on TV screens should appear more than just the few seconds, and should be made larger for easier viewing, such as Showtime and HBO.

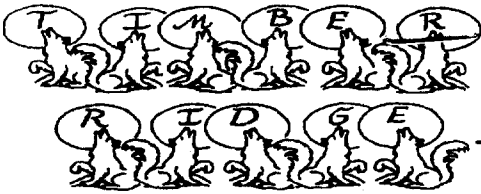
Thank you for giving me the opportunity to comment on this issue, as I feel it is very important to our children. Children on the average see 8,000 murders on TV by the time they are ten years old. I would just like to see these ratings change, and hopefully it will make a difference.

Brenda Moore



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PTA

March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

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- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Judith J. Hoyt

1825 Mallard Lake Dr.
Marietta, Ga 30068

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March 18, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554


Dear Chairman Hundt and Commissioners:
RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and A.V. Baucom Elementary School PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs, were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system is useless without content descriptions on the screen.

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Lisa Payne
PTA President 1996-1997

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